



Euromonitor
International

Rtds in Egypt

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

INDUSTRY PERFORMANCE

Vodka Mixes and Sangria Launches Fuel Youth Demand and Volume Gains

Blue40 Freeze Pink Berry Attracts Event-Goers with Bold, Higher-Abv Launches

Online Discovery and Social Bundles Accelerate Trial and Flavour Rotation

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Consumers of Legal Drinking Age Drive Higher Strength and New Formats

Premiumisation and Flavour Innovation Reshape Drinking Occasions

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Al Ahram Beverages Expands Flavour Range as Rival Gains Ground

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Drinkies and Peers Sustain Dominance through Specialist Expertise

Drinkies and Edge Leverage Specialist Focus to Attract Loyal Buyers

Specialists Retain Customer Preference as E-Commerce Impact Remains Limited

ECONOMIC CONTEXT

Chart 7 - Economic Context for Rtds

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Rtds

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Price-Sensitive Shoppers Embrace Value Packs as Inflation Bites

Returnable Beer Bottles and Economy Wines Anchor Volume Growth

Id and Blue40 Flavours Spark Youth Demand and Social Buzz

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Young Adults Drive Premium Drinks and Value Choices

Brands Innovate with Premium Formats as Shoppers Seek Value

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Al Ahram Beverages Company Cedes Share as Egybev Accelerates Premium Growth

Chart 18 - Analyst Insight for Alcoholic Drinks

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Drinkies and Cheers Maintain Dominance as Experiential Channels Diversify Access

Pop-Up Bars and Boutique Shops Redefine Brand Engagement for Summer Audiences

Drinkies and Cheers Drive E-Commerce Growth through Discovery Bundles and Fast Delivery

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

PRODUCTS

Premium Brands and Flavour Launches Accelerate Youth Demand and Polarisation

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtds-in-egypt/report.